

CHAPTER 5

Land Use

Introduction

Planning is a way to improve local decisions that affect land. Having a comprehensive plan with a land use element makes subsequent zoning and other land use decisions more apparent by helping to illustrate the reasons why a decision was made. By implementing a plan, decisions are more credible, defensible, and fair. It can decrease the level of uncertainty in business decisions, while increasing the level of confidence for businesses and residents to understand how and why decisions are made that concern land use.

Developing a plan for the use of the land can be challenging because there are a wide variety of factors to consider. Planning for land use is the process of making choices and understanding the tradeoffs from those choices from a variety of perspectives – fiscal, economic, aesthetic, environmental, and others. While it is important to view the technical aspects of planning, such as background data, it is also important to consider that there are a diverse range of interests all competing for use of the land. By taking into account a number of interests, the City can make better decisions for the health of its community.

The other consideration for land use planning is the growth potential and direction the residents want to see the City of Menomonie grow. The Land Use Element will provide the City of Menomonie with a direction for what the future land use will be in and around the corporate limits of the City. The land outside the City, currently in adjacent towns may be annexed in the future.

The Land Use Element looks beyond the corporate limits in order to project how the existing and future use of the land that surrounds the City will have an effect on the land use within the City.

The surrounding area designated at the Extra Territorial Planning Boundary extends outward from the City limits 1½ miles or less. The City of Menomonie worked jointly with surrounding towns to establish the boundary. This gives the City authority to look beyond its boundaries at land to assist with future land use planning. Within the planning boundary, the City of Menomonie currently has plat review authority.

Some of the issues the planning boundary looks to resolve include (UW-Extension):

- Conflicting uses
- Fiscal concerns
- Health and safety concerns
- Loss of natural, agricultural and cultural resources
- Changes in quality of life and community character

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- Competition between communities

These issues could be addressed in a cooperative boundary agreement.

This portion of the Comprehensive Plan will also assist the City in making decisions about potential annexations, infrastructure expansion, and development taking place adjacent to the City. The City is going to grow and it is important to develop a well thought out Land Use Element in order to help guide the Community in a logical direction.

Planning Area

The City of Menomonie has established planning boundary extending 1½ miles out from the City limits and includes portions of Menomonie and Red Cedar Townships. During the early phases of the planning process, the City of Menomonie worked with the adjacent municipalities (Town of Red Cedar and the Town of Menomonie) in order to determine a plat review area. This boundary surrounding the plat review area has become the extent of the City's planning area.

Planning for the future means taking a look at the areas outside the current City Limits and considering what potential areas that may be annexed and determining what types of land uses those areas should fall under. The Intergovernmental Cooperation Element will look at what mechanisms can be implemented to effectively coordinate efforts amongst the adjacent municipalities. While it is important to consider this outside planning, the focus of the Land Use Element will be on the land within the existing City Limits.

Land Use Categories

Lands that have the same or similar uses are grouped into the same land use category. The following are the nine established land uses for the City of Menomonie:

Single-family: All lands for single-family residential structures, including rural non-farm.

Multi-family: All lands used for multiple family dwellings. These typically include apartment complexes and elderly apartments.

Institutional: All lands and structures used for public, quasi-public and instituted use such as public buildings, churches, schools, hospitals, libraries, and cemeteries.

Commercial: All lands and structures used for commercial purposes. Commercial development includes retail establishments, personal service businesses, restaurants, banks, taverns, and other service businesses.

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Industrial: All lands and structures used for industrial purposes. These include factories, warehouses, and distribution facilities.

Conservancy: All lands used for normal park uses including: playgrounds, ball fields, and boat landings as well as passive open space, or preserved undeveloped areas.

Agricultural/Vacant: All lands used for agricultural purposes including crop production, farmhouses and farm-related structures. Also included in this category are vacant lands within the City Limits. These are areas with the most significant development pressure.

Natural Areas: All lands, which are primarily undeveloped. These include grasslands, forestland, and shrubland.

Wetlands: All wetlands designated as such by the Wisconsin Wetlands Inventory Map and the WISCLAND data are depicted on the Land Use Map. These are the general locations of wetlands within the planning area and are not meant to be site specific.

Current Land Use (City Limits)

Before a community can jump into planning for the future of the areas land, an existing inventory of the current conditions must be examined. Current Land Use (See Map 5-1) was divided into the following nine categories: Single Family Residential, Multi-Family Residential, Institutional, Commercial, Industrial, Conservancy, Agricultural/Vacant, Natural Areas, and Wetlands. In Table 5-1, a breakdown of the categories, acreages and percentages are shown for each current land use based on the City Limits.

TABLE 5-1: CURRENT LAND USE WITHIN THE CITY LIMITS		
Category	Acres	Percent of Total
Single Family Residential	1,153	15.35%
Multi Family Residential	416	5.54%
Institutional	800	10.65%
Commercial	390	5.19%
Industrial	808	10.77%
Conservancy	1,227	16.34%
Agricultural/Vacant	2,177	28.98%
Natural Areas	534	7.10%
Wetlands	6	0.08%
Total	7,511	100.00%

Source: Cedar Corporation

Analysis

The focus of the Current Land Use falls within the boundaries of the City of Menomonie. Because the large amount of Agricultural/Vacant land within the City,

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an emphasis will be placed on the land within the City when assessing the Future Land Use (*See Map 5-1*).

Single Family Residential:

Single Family Residential land use takes up over 15% of the land of the entire City, making it the third largest land use category. Although Multi Family and Single Family Residential categories are evenly split when considering the number of units, Single Family Residential is less dense, and therefore takes up nearly three times more land than Multi Family.

The City is comprised of four large concentrated areas of single family residential. The two largest areas are along Lake Menomin. One area is located northwest of the Lake and the other to the southeast. Other areas of the City that include mostly single family residential are the southern and southwestern portion of the City. These two areas are split by the commercial land along State Highway 25 and the multi-family residential in the Fryklund Drive area.

Multi Family Residential

Multi Family is generally a densely developed residential category consisting of apartments and condos. Multi Family Land Use is necessary for a community with a large student population. Nearly 50% of the residents in the City live in Multi Family Dwelling Units. That's a significant faction of the populace.

Currently, Menomonie has a number of areas of concentrated Multi Family Housing Units. The two largest components of Multi Family housing is the area surrounding the Stout Campus and Fryklund Drive.

Institutional

Schools, churches, government, cemeteries, and the airport make up what falls within the category of Institutional. A little over 10% of the land is considered Institutional. This category is the most static and will have the least change in acreage (besides Wetlands) from the current to the future land use calculations (*See Tables 5-1 & 5-3*).

Commercial

Menomonie has a unique layout with a variety of commercial areas. The City has five distinct commercial areas throughout the City. The largest area that consists of mostly highway commercial establishments is located along Broadway Street near the I-94 Interchange. Various commercial types of business including department stores, motels, restaurants, gas stations, and auto dealers are all included in this area.

Most small community's identity is base on the downtown area. Menomonie is no different. The downtown commercial district offers a wide variety of shops, taverns, and restaurants. It is also where the post office, budget movie theater and the Mabel Tainter Theater are located. The downtown commercial area is vital

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to the commerce of the City and most of the area falls within the City's only historic district. It should remain as a focal point of revitalization and redevelopment.

The third commercial area, located on the east side of the City along Stout Road, is where most of the professional services are located in Menomonie. The two remaining commercial areas are intermixed with residential housing. One is located on both sides of South Broadway Street and the other is along Ninth Street between 14th and 16th Avenues. These commercial areas provide the adjacent residential areas with the goods and services. Commercial areas aren't always appropriate next to residential housing, however in these instances the types of businesses mix nicely with the surrounding housing.

Industrial

The Current Land Use Map shows that the majority of the Industrial Land Use is found in the industrial and technology park on the east side of Menomonie. There are also two other small areas of industrial land within the City Limits. One area (Swiss Miss) is on the east side of downtown, and the other is to the north along the railroad tracks, along the north side of Cedar Falls Road.

Conservancy

The second highest percentage of land is designated as Conservancy. Much of the Conservancy land covers areas along riparian zones and geologic formations such as steep slopes that make development difficult. It was also determined by the Planning Commission to designate golf courses, parks, and the County Fair Grounds as Conservancy Land Use.

Agricultural/Vacant

The Agricultural/Vacant category has clearly the largest percentage of land (28.98%) within the City. The majority of this land use is primarily on the eastern side of the City in the Industrial park. Besides the Industrial Park, there are three more areas with large tracts of Agricultural/Vacant land.

The southeastern portion of the City along Dairyland Road also has a number of large tracts of land that are a mix of agricultural land and vacant. This land was recently annexed and is already planned as a mixed residential subdivision. To the west, just south of State Highway 29 heading out of the City is another area of Agricultural/Vacant Land.

Natural Areas

These are areas that have aesthetic and environmental value if left undeveloped. Mostly these areas consist of forestland and grassland. Although it isn't designated as Conservancy, as much of the land should be preserved, or at the very least considered, when future development occurs.

Wetlands

The locations of wetlands are determined by the Wisconsin Wetland Inventory Map and WISCLAND, and because these lands are protected, there won't be a reduction

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or an increase in the amount of land in the Wetlands category. The Wisconsin Department of Natural Resources has established policies protecting these lands and the City of Menomonie will continue to implement these policies when required.

Future Land Use (City Limits)

Determining what type of future land use goes where is often difficult. It is important to recognize adjacent land uses and the surrounding land characteristics to help determine the desired future land use. For example, a vacant span of land near a residential neighborhood with significant topographic relief wouldn't be an appropriate location for an industrial park; it may be better suited for more residential, or even placed as conservancy. Adjacent land use as well as topography and other natural features should be considered when looking at future land uses. Other characteristics were a determining factor when classifying future land use.

Land Uses outside the City, but are within 1½ miles from the City Limits, will be analyzed in order to determine what types of land are appropriate for a growing community. Continuity between the land within the City and land surrounding the City is very important to all municipalities involved.

Analysis

A majority of land use changes in most communities use either involve annexation or redevelopment. Menomonie has another major component that will affect the difference in land use and that is a significant amount of Agricultural/Vacant land. Most of this land falls in the industrial and technology parks. Because of the topography to the west, and the residential development that hasn't been annexed to the north and south, the major growth corridor for the City is to the east along County Road B and State Highway 29.

Table 5-2 is an acreage projection of selected land uses likely to be needed over the course of the next 20 years and is based on the previous 4 years of land consumption. While this projection is general and future development rates may fluctuate, this gives us an idea of what future land use needs might be for the near future.

Table 5-3 on the other hand is a projected land use calculation based on the future land use map. The map shows general locations of where each type of land use should go. While the table does provide for an acreage calculation per land use expanded out to the City Limits, it doesn't consider on how much land will be developed over the next 20 years. Based on the growth rate in Table 5-2 and the amount of projected land by use within the City Limits, Menomonie has the necessary land of all the land use categories for future development over the next 20 years.

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TABLE 5-2: PROJECTED LAND USE BASED ON CURRENT CONSUMPTION						
	2005	2010	2015	2020	2025	Ave. per Year
Residential	1,569	1,683	1,797	1,911	2,025	22.8
Agriculture	899	800	701	602	503	-19.8
Commercial	628	653	678	703	728	5
Industrial	808	858	908	958	1,008	10
Total	3,904	3,994	4,084	4,174	4,264	

Source: Cedar Corporation

TABLE 5-3: PROJECTED FUTURE ACREAGE BY LAND USE WITHIN THE CITY LIMITS		
	Acres	Percentage
Single Family Residential Total	1,930	25.69%
Multi Family Residential Total	470	6.26%
Institutional Total	818	10.89%
Commercial Total	658	8.76%
Industrial Total	1,651	21.98%
Conservancy Total	1,661	22.11%
Agricultural/Vacant Total	203	2.71%
Natural Areas Total	113	1.51%
Wetlands Total	6	0.08%
Grand Total	7,511	100.00%

Source: Cedar Corporation

Single Family Residential

Single family residential is projected to be the second largest use of land within the City Limits in the next 20-25 years. According to the population projections from the Wisconsin Department of Administration, the population is expected to increase by over 2,000 residents. Depending on the future ratio of single family to multi family is what shall determine the land requirements for all residential land (See Table 5-6 & 5-7). While sprawl is a concern in all rapidly growing communities, the type of housing that is to be developed is often a primary concern. The Planning Commission determined the City would be wise to encourage more single family residential units. The primary growth of single family will take place in the southeastern area of the City along County Road J.

Multi Family Residential

A goal of many communities in Western Wisconsin is to reduce the number of multi family housing units. The current ratio of multi family housing units to single family housing units is about 50:50. The City of Menomonie would like to reduce the number of Multi Family units in that ratio from 50% down to 30%. This would mean that 70% of the housing units for the City would be single family. This doesn't happen overnight, and it would take a collaborative long term effort by the City to accomplish this desired ratio. Because multi family residential units are more densely developed than Single Family, the amount of land within multi family residential category will still increase, but at a slower rate than single family residential. Following a ratio when considering future single and multi family will

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disperse the multi family throughout the City rather than clump it all into one large area.

Institutional

As mentioned in the Current Land Use Analysis, Institutional Land Use doesn't change very much. The only change in the near future will be the consideration of a new satellite fire hall. Currently, an analysis is taking place to determine the most suitable location for such a structure.

Commercial

The three main commercial areas in Menomonie are located in the downtown area, on Stout Road, and in North Menomonie. Commercial land use is one area of the Land Use Classifications that may grow in additional acreage without the need to develop too much of Agriculture/Vacant Lands. Some of these new commercial areas will be land that is taken out of Industrial Land and designated as Commercial. The main area where this is likely to take place is along Cedar Falls Road to the north near the railroad tracks.

One area where Commercial Land would take over some Agricultural/Vacant Land is just south of the airport along State Highway 29. This highway route into the City provides an excellent corridor for commercial businesses. This would be a logical place to have additional commercial land because it would be an extension of the existing commercial corridor along State Highway 29.

Industrial

Industrial Land Use is important to look at because it often requires consideration of adjacent land. A primary function of zoning is to allow for logical growth and separate incompatible land use. Industrial land use is the least compatible category with residential land use and therefore it should be separated from areas of residential development. Generally, this means that some sort of buffering component must be considered when analyzing the appropriate designations for Industrial Land Use. Institutional, Conservancy, and Commercial often act as the best "buffer" categories or transition zones.

Menomonie has a lot of land that could potentially be utilized by future industrial development. As stated earlier in this element that much of the Agricultural/Vacant Lands will eventually be developed and Industrial Land Use will most likely be the largest replacement of those lands. Industrial Land Use shows the largest percent increase over any other land use category. Menomonie has a thriving industrial park with excellent interstate and highway access. The Industrial Category will be the third largest use of land within the City behind Agricultural/Vacant and Single Family Residential.

Future industrial land will be found in the existing industrial park. Between the industrial park and the Stout Technology Park, there are approximately 850 acres available. That will likely be more than enough industrial land use to satisfy the growing needs of the community for the next 20 years.

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Conservancy

The Conservancy Land Use Category did increase by just over 35% when comparing the current land use map with the future land use map. This was the result of basically changing some of the land that is categorized as Natural Areas in the current land use map to Conservancy in the future land use map. That basically means that within the corporate limits, areas such as forestland and grasslands are now grouped into the Conservancy Category. Conservancy land still covers areas along riparian zones and geologic formations such as steep slopes that make development difficult.

Agricultural/Vacant

Agricultural/Vacant Land is generally comprised of large parcels that are undeveloped. It is the most developable land because of the topography, and the fact that there is a lot of it makes it desirable for future development. This is the main reason why a majority of the land that is currently designated as Agricultural/Vacant, will have been reduced to the greatest extent. For example, the northern part of the City along Cedar Falls Road has a large area of vacant land that will become single and multi-family residential in the future. This land use category will go from 2,177 acres under the current land use to just 203 acres in the future projections. That's a loss of 90% of the existing Agricultural/Vacant Land. Granted these are projections, but regardless of the number, this land use category will be greatly reduced because of the demand for growth within the community.

Natural Areas

Natural Areas lost the largest amount of land aside from Agricultural/Vacant. While some of this loss can be attributed to putting the land into Conservancy, much of it is lost will likely be due to development. The preservation of Natural Areas should be considered when looking at future development.

Wetlands

The amount of wetlands should not decrease in the future and according to the Planning Area calculations, they do not. Considerations for wetlands should be made when development takes place in the vicinity of this land use classification.

Residential Comparison

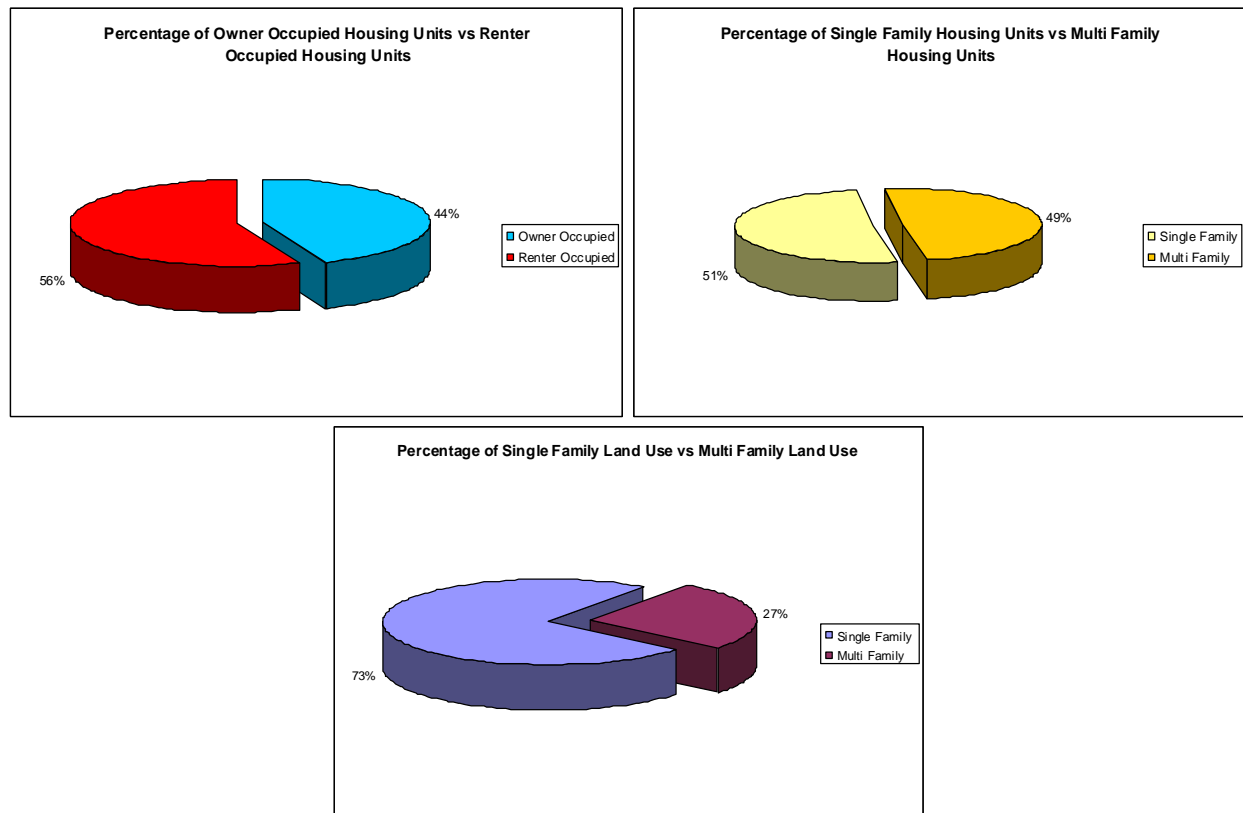
Consideration for residential land use is a primary focus of land use planning. The environment that residents live in are mostly based on the type of land use that they live on and are surrounded by. Generally, communities would like to see a mix of Multi Family and Single Family Uses throughout the City. What usually happens however is a lot of the Multi Family Residential Land Use gets bunched together into a highly concentrated area of apartments and duplexes. Menomonie does have a few highly concentrated areas of Multi Family Residential. This should be considered when looking at future residential land use.

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The current ratio of housing units that are rented versus housing units that are owned is 56/44, while the current land use ratio of Multi Family to Single Family is 27/73 (See Figure 5-1). Assuming that most rental units fall into the Multi Family category, this means that the majority of the population lives on 27% of the land (See Table 5-4). Ideally, the ratio of Single Family Housing Units to Multi Family Housing Units is 70:30 (See Figure 5-1). With the current ratio being nearly evenly split, the City of Menomonie will have to limit the number of Multi Family Units in future development.

Almost 21% of all land under the Current Land Use Map is classified as Residential (Single Family + Multi Family). This makes residential land use the second largest component of land within the City just behind Agricultural/Vacant.

FIGURE 5-1: HOUSING UNITS COMPARED TO RESIDENTIAL LAND USE



Source: U.S. Census and Cedar Corporation

TABLE 5-4: COMPARISON OF RESIDENTIAL LAND USE WITHIN THE CITY LIMITS		
	Acres	Percentage
Single Family Residential Total	1,153	73%
Multi Family Residential Total	416	27%
Total	1,569	100%

Source: Cedar Corporation

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One way to look at residential future land use is to consider the projected number of additional households. Table 5-5 shows the projected population and people per household.

TABLE 5-5: HOUSEHOLD PROJECTIONS BASED ON PROJECTED POPULATION					
	2005	2010	2015	2020	2025
Projected Population	15,632	16,153	16,558	17,144	17,788
Projected Number of Households	5,440	5,747	6,053	6,374	6,616
Persons Per Household	2.87	2.81	2.74	2.69	2.69
Additional Households	321	307	306	321	242

Source: West Central Wisconsin Regional Planning, US Census, and Cedar Corporation

Based on that information, calculations were made as to the number of additional households Menomonie is projected to take on over the next 20 years. The numbers only account for households and do not breakdown the difference between single and multi family units. Therefore, from these numbers it is difficult to estimate the amount of residential land use that will be required to satisfy the future residential growth.

In order to calculate the amount of future land needed for projected residential housing, densities and ratios of owner-occupied to renter occupied homes must be established. The existing ratio of renter occupied to owner-occupied homes is 56/44, which means that only 44% of the homes in Menomonie are occupied by its owner. It has been determined that this ratio involves too many renter occupied units and that a desire for the community is to have more owner occupied units. Table 5-6 shows how much acreage would be required if the ratio was 50:50.

TABLE 5-6: 50/50 OWNER OCCUPIED TO RENTER OCCUPIED (ACRES PER TIME INTERVAL)						
	2005	2010	2015	2020	2025	Total Acres
Additional Households	321	307	306	321	242	
Additional Owner-Occupied Homes	161	154	153	161	121	
Additional Renter-Occupied Homes	161	154	153	161	121	250
Additional Owner-Occupied Acreage 3 (acre density)	54	51	51	54	40	
Additional Owner-Occupied Acreage 4 (acre density)	40	38	38	40	30	
Additional Renter-Occupied Acreage 8 (acre density)	20	19	19	20	15	
Additional Renter-Occupied Acreage 12 (acre density)	13	13	13	13	10	
						62

Source: West Central Regional Planning, Cedar Corporation

Besides the ratio of owner to renter, density must also be considered. Table 5-6 depicts two different density scenarios for owner-occupied and two for renter-occupied. Renter-occupied is less dense than owner-occupied therefore even though the units are evenly split in the 50/50 ratio, the amount of land for renter-occupied is dramatically less. For example, the table shows that if owner-occupied land is developed at a 3 acre density, at the current demand it will require 250

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acres of land. Now if renter-occupied residential is developed at an 8 acre density, the same number of housing units will take up only 94 acres.

A more ideal ratio is having an even lower percentage of renter-occupied homes. The ratio that has worked in other Western Wisconsin Communities is a 70/30 split which has 70% of the households as owner-occupied (*See Table 5-7*). Although this plan requires a little more acreage depending on the density, it will eventually increase the amount of owner-occupied homes within the community.

TABLE 5-7: 70/30 OWNER OCCUPIED TO RENTER OCCUPIED (ACRES PER TIME INTERVAL)						
	2005	2010	2015	2020	2025	Total Acres
Additional Owner-Occupied Homes	225	215	214	225	169	
Additional Renter-Occupied Homes	96	92	92	96	73	
Additional Owner-Occupied Acreage 3 (acre density)	75	72	72	75	56	275
Additional Owner-Occupied Acreage 4 (acre density)	57	54	54	57	43	208
Additional Renter-Occupied Acreage 8 (acre density)	12	12	12	12	7	39
Additional Renter-Occupied Acreage 12 (acre density)	8	8	8	8	5	29

Source: West Central Regional Planning, Cedar Corporation

Current and Future Land Use (Planning Area Outside City Limits)

The land outside the City Limits is also taken into consideration when addressing future land use issues. There are approximately 11.5 square miles of land within the corporate boundary and nearly 41.5 square miles within the planning boundary. Will the City of Menomonie expand to occupy 41.5 square miles in the next 20-25 years? Not likely, however these areas are important so that any land use conflicts that come up now can be addressed immediately in order to develop continuity between the City, adjacent municipalities and future expansion.

TABLE 5-8: CHANGE IN ACREAGE BETWEEN CURRENT AND FUTURE LAND USES WITHIN THE CITY LIMITS		
	Acres +/-	Percent Change
Single Family Residential	777	67.41%
Multi Family Residential	54	13.02%
Institutional	18	2.25%
Commercial	268	68.72%
Industrial	842	104.20%
Conservancy	434	35.37%
Agricultural/Vacant	-1,973	-90.66%
Natural Areas	-420	-78.78%
Wetlands	0	0.00%

Source: Cedar Corporation

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An assessment of the changes in land use from the current map to the future map shows a few patterns (*See Table 5-8*). First, there are three areas of commercial expansion along the major traffic corridors that come directly into the City. The first two areas will include stretches along State Highway 25 to the north and south of the City Limits. These areas are designated as commercial in the future land use map. This is a logical extension of the existing commercial areas along State Highway 29. The other planned expansion of commercial land use and possibly including some mixed use is along Stout Road extending east towards County Road B. Because this is a major route into the City, this land will have development and design standards for the buildings and landscape. This is due to the fact that Menomonie wants to show its character when people are driving into the City from that direction.

Population and Land Use

As the population changes (*See Table 5-9*), so do land uses and development within a community. Population increases tend to be the single most influential factor driving growth and development. Increases in population equate to a need for more housing, more jobs, and more infrastructure. A larger population typically demands a more diversified housing base, which reflects incomes, desires, and needs. Also, larger populations will require more commercial and industrial development to serve the larger citizen base with jobs, goods, and services. Demand for recreational/park land can also be expected to increase as the community grows.

TABLE 5-9: POPULATION PROJECTIONS (5 YEAR PERIODS)						
	2000	2005	2010	2015	2020	2025
Population	14,937	15,632	16,153	16,558	17,144	17,788

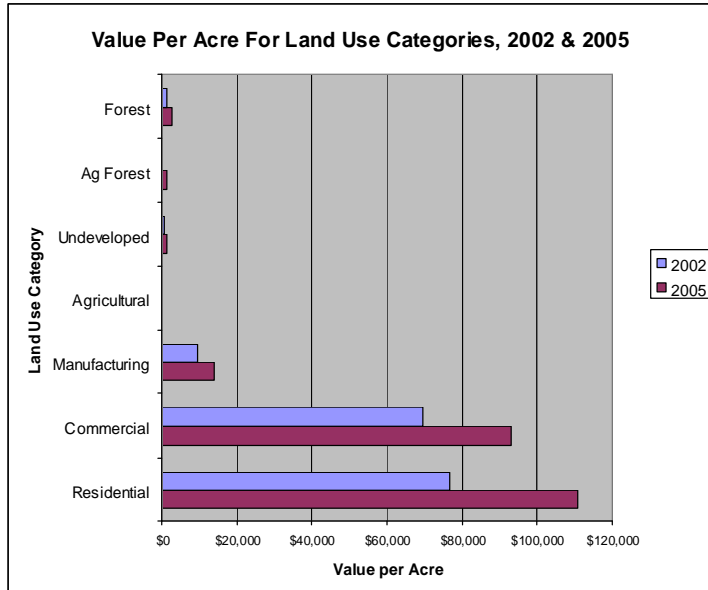
Source: West Central Wisconsin Regional Planning Commission, and US Census

Land Values

One of the most important costs associated with development is the price of land. Land values vary greatly depending on the current use that they have or use that it may have in the future. Generally, an acre of rural farmland won't have the same value as an acre of commercial land in the City. An analysis of price per acre based on how it is taxed is done by the Wisconsin Department of Revenue every few years (*See Figure 5-2 and Table 5-10*). The last two years that this analysis was completed were in 2002 and in 2005.

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Figure 5-2 and Table 5-10: Values of Land per Acre



Source: Wisconsin Department of Revenue and Cedar Corporation

Land Use Category	2002	2005
Residential	\$76,637	\$110,604
Commercial	\$69,593	\$93,049
Manufacturing	\$9,372	\$13,828
Agricultural	\$193	\$166
Undeveloped	\$552	\$1,340
Ag Forest	\$0	\$1,211
Forest	\$1,268	\$2,471

Land Use Goals, Objectives, and Policies

Now that an inventory and analysis has been completed for existing and current land uses, the next logical step is to look at what the community's goals are regarding land use and the necessary policies to achieve them.

Goals

1. Work to promote fiscally responsible housing developments.
2. Through the land use plan encourage variety in housing types and densities that will help meet the needs of all citizens within the community.
3. To maintain and preserve an area to promote multiple family units to accommodate people of all ages and income levels.
4. To provide local residents and residents of the surrounding area with viable shopping areas that are clean, attractive, safe and convenient.
5. To attract and maintain industry which will provide local employment opportunities and contribute to the City tax base.
6. Public and institutional uses should be compatible with surrounding land uses.
7. To provide quality park facilities and a variety of recreational opportunities and experiences to meet the needs of the community's residents.

Goal 1: Work to promote fiscally responsible housing developments.

Objectives

- Promote development within the City consistent with the City's plans for street, utilities and land use.

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Programs and Policies

- Develop land according to community standards for curb, gutters, parks, street widths, storm sewers, etc.
- Encourage land use and roadway patterns compatible with existing neighborhoods.
- Strictly enforce codes that protect the safety, property values, and physical appearance of the neighborhood.
- Promote the redevelopment of residential areas that become blighted.
- Promote preservation of greenspace within existing and proposed developments.

Goal 2: Through the land use plan encourage variety in housing types and densities that will help meet the needs of all citizens within the community.

Objectives

- Provide reasonable housing options for the elderly, low income, disabled, single people, and families.

Policies

- Review existing housing ordinances to ensure current building codes will meet the housing needs of the entire community.
- Allow single family-attached development providing it is consistent with the character of the neighboring residences.
- Encourage a range of choices in housing types, designs, and costs.
- Provide ongoing housing renewal, rehabilitation and revitalization programs.

Goal 3: To maintain and preserve an area to promote multiple family units to accommodate people of all ages and income levels.

Objectives

- Provide multiple family units that aesthetically integrate into existing and future neighborhoods.

Policies

- Require development to be consistent in character with neighboring residences.
- Integrate low and moderate income housing into future residential land use through ordinances.
- Encourage dispersing of multiple dwelling units to avoid large clusters.

Goal 4: To provide local residents and residents of the surrounding area with viable shopping areas that are clean, attractive, safe and convenient.

Objective

- Work to create well-designed, attractive and efficient business districts.

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Policies

- Review and update City ordinances to ensure environmentally friendly and aesthetically pleasing commercial development.
- Take into consideration the neighborhoods, land use, and circulation patterns when locating new shopping areas.
- Define boundaries of commercial districts to prevent intrusion into residential areas; commercial areas must be properly screened to prevent detrimental effects on adjacent and nearby residential areas.
- Review and update City ordinances for lighting, signage and parking, to ensure a more aesthetically pleasing commercial development.
- Ensure adequate services are available to serve expanding commercial districts at minimal expense to the City.
- Make sure commercial areas are developed at the expense of the other, and that there is an effort made to try to link the districts together.

Goal 5: To attract and maintain industry which will provide local employment opportunities and contribute to the City tax base.

Objectives

- Maintain and expand the industrial park without adversely affecting the character of the community or the quality of the environment.

Policies

- Require industry to locate in areas designated industrial in the City of Menomonie's land use plan.
- Develop industrial park areas in an aesthetically pleasing manner utilizing specific landscape plans consistent with City standards.
- Deny residential developments in areas designated industrial.
- Encourage the efficient use of remaining industrial land by developing the existing industrial park before zoning for additional industrial uses that could be located in the existing park.
- Establish aesthetically pleasing buffers in areas of potential land use conflicts.

Goal 6: Public and institutional uses should be compatible with surrounding land uses.

Objective

- To plan and place future buildings so that they are accessible by the majority of people over the shortest distance.

Policies

- Ensure that all community facilities be developed at the same aesthetic standards required for the development of private property and shall be subjected to review by the City Council and Planning Commission.
- Work with the Menomonie School District in planning for future building sites.
- Study the full impact of structure location before they are constructed.

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- Ensure governmental uses should be compatible with surrounding land uses.
- Ensure transportation corridors should be sufficient for the proposed use.

Goal 7: To provide quality park facilities and a variety of recreational opportunities and experiences to meet the needs of the community's residents.

Objectives

- Work to maintain the high amounts of park space available to the community and continue to update and utilize the City of Menomonie Park Plan.

Policies

- Ensure that parks are located and designed to serve the needs of all residents.
- Continue to develop the idea of a biking/walking trail throughout the City.
- Require developers of residential developments to dedicate land for parks.
- Provide adequate parking for public recreational areas.
- Obtain when possible, sites for open space and playgrounds.
- Develop and maintain neighborhood recreational facilities in order to serve the community's changing needs.
- Ensure areas not suitable for development such as wetlands and steep slopes should remain in a natural condition.
- Provide for passive parks to meet the needs of the elderly residents as well as persons with disabilities.